

**TOWN OF BEDFORD
WBNH-LPFM RADIO BOARD OF OVERSEERS
MEETING MINUTES
January 18, 2016
BEDFORD MEETING ROOM**

In Attendance: Bob Thomas (Chairman), David Gilbert (Vice Chairman), Dick Barr, Jay Taft, Jim Aguiar, Scott Winslow (arrived at 7:15pm), Jim Jenkins, Chris Bandazian (TC Rep), Harry Kozlowski (Station Manager).

Absent: Bill Foote (SB Liaison)

Public Input:

Chairman Bob Thomas called the meeting to order at 7:00 PM. First item on the agenda is Public Input. There was one person present in the crowd. Bob Thomas asked if he had any input. The individual's reply was, "No, just here to listen, no new business."

New Business

Board Position Vacancy:

Chairman Thomas said, "New business; we have a board position to fill. Bill do you have some information on that?"

Bill Jennings said, "I do. Observing tonight is Don Byrne... Don has expressed an interest of being on the board. He's already filed an application and I know the Town Council will be interviewing him. He has got a nice background that would fit in beautifully with the radio station... We are accepting additional applications for the vacant position, but Don's interest is such that he wanted to come tonight... just to hear about what's going on as we launch this whole thing."

Chairman Thomas said, "Terrific! Welcome, Don."

Subcommittee Reports

Mission Statement Subcommittee Report:

Chairman Thomas stated, "We'll move on to the subcommittee reports. Since Scott's not here [yet] to talk about the mission statement, I'll talk about it. We had a meeting on December 29th. Our subcommittee was made up of Scott Winslow, Larry Cheetham and I. [Bill Jennings was also present.] The purpose of the meeting was to develop a mission statement and we recommended the following mission statement for approval today. I'll read the mission statement and then we'll have a discussion on it, if that's ok."

The Proposed Mission Statement:

“The WBNH-LP 105.1 radio shall provide timely and accurate emergency information and programming that is entertaining and educational for the benefit of people living and working in Bedford, NH.”

Bob Thomas asked if there was any discussion on that. There was no reply from other board members, therefore Bob Thomas stated he thought it hit the marks of what the subcommittee was trying to do and he thought it was pretty concise. Since there is no discussion on that, would someone like to make a motion to approve the statement?”

Motion made by Dave Gilbert, Vice Chairman, to approve the mission statement as presented tonight by the subcommittee; Seconded by Dick Barr. Vote taken – all in favor. Motion passes unanimously.

Marketing Plan Subcommittee Report:

Chairman Thomas asked Dave Gilbert to give a summary of the two meetings of his subcommittee group. Dave Gilbert stated his subcommittee consisted of Bob Thomas, Scott Winslow, and himself. Bill Jennings and Harry Kozlowski were also present. Dave stated that this subcommittee was tasked with developing a marketing plan for the radio station.

Dave Gilbert said, “The first meeting we had on December 21st was basically a discovery meeting to see what we needed to talk about. We talked about logos, tag lines, press releases, website, kind of general discussion about a lot of items; who our audience should be, how to advertise. What we came up with was that [we] needed the mission statement to get a [clear] definition. We got that. Which takes me to our second meeting which was defined and much more productive, I thought.”

Dave Gilbert stated, “[The second meeting] was held on January 11th. We started talking about the logo; we thought that was the most important thing immediately to get done. After considering multiple choices, [we] narrowed them down to two final choices. (They were unable to pull the images up on the computer due to technology issues. A hard copy of the two logos was passed around.) The subcommittee has unanimously chosen option B. One deciding factor was it’s easier to see at a distance. The wording was too long and too busy on option A and the lettering was too small for reproducing into other items such as stickers or decals.”

Dave Gilbert continued, “The other thing we talked about was advertising. Our discussion centered on the opening day celebration with the ribbon cutting ceremony here for the station and we’re going to be coordinating with the local papers, [such as] the Union Leader. We talked about who to get with and who to involve in the start of the station and how we can make that happen. We talked about the Union Leader, BCTV, the Bedford Journal, the Bedford Bulletin, the Hippo, the Joppa Hill Paper and making use of Twitter and our website. Our website will be www.wbnh.bedfordnh.org and it’s going to be linked to the Town site as well.” (Logo appeared on the Board’s viewing screens.)

There was some discussion about how they chose that web address. Bill Jennings noted that the Town’s Information Systems manager suggested this option as the best way to set up a website at no cost and ensured the general public will have no problem finding this URL when searching the web. The more that information is published on the site, the more likely the website would

appear in Google search results. Bob Thomas asked to confirm that the URL has been applied for specifically. Bill Jennings confirmed the Town's IS Manager is handling that entire process.

Dave Gilbert continued with his subcommittee report. He stated, "The subcommittee decided that due to Harry's experience with press releases, PSA's, messages and things like that, he will be putting those items together and developing that. The next step in the advertising field will be signs, banners, flyers and that. Our other major item we talked about were plans to involve Bedford High School students, but this is very early in the process. As they are currently half way through the school year, they won't be able to add anything for senior projects or anything like that, because those things start at the beginning of the year. We have started the process of talking to the administration about what we can do and how we can get kids involved. Maybe have them get community service [hours] or something like that. Harry is putting together a framework, sort of a curriculum that we can present to the school when we're ready. That's pretty much what we've done so far."

Chairman Thomas pointed out that the only action item to be voted on will be the discussion and vote of the logo options. Bob confirmed that all of the overseers had an image of the two logo options up on their screens. He asked if there was any discussion on the logo.

Logo Discussion:

Dick Barr stated that he thought more spaces are needed between the words, "...Perhaps a space and a half, or two spaces, rather than just a single space, for better readability from a distance."

Jim Jenkins asked why the colors black, red, and white were chosen. Harry Kozlowski stated that the colors were chosen to tie in with the colors of Bedford High School. He stated that when he was a reporter with the Union Leader he felt the colors of the high school were the Town colors, due to the high school playing such a major role in Town.

Jim Jenkins was concerned about the number of colors in relation to printing costs. He also stated that the [human] eye is very sensitive to the color yellow and in his experience has seen most backgrounds left white for printing purposes, rather than having a solid color background. Jim Jenkins also stated that he personally likes the look of the logo, but he was just thinking of other considerations.

Chairman Thomas emphasized that one of the biggest factors in selecting the colors was the desire to get high school kids involved with the radio station and tying in the logo may help facilitate that.

Harry Kozlowski mentioned there was a concern about keeping a balance between the width of the statement/slogan and the logo image.

Jay Taft asked if the subcommittee had tried reversing the colors, perhaps black on white instead of white on black. Harry stated they tried a red background at one point in the process, however that was not selected. Bill Jennings reminded the board that the color red often bleeds when printed. Bill said he ran the logo by many people to help the subcommittee narrow down the options, but in the end they came up with two final options, and the subcommittee did select the bottom option (option B).

Jim Aguir asked why the ‘ellipses’ was used in the slogan. He felt it was grammatically awkward, so he was just wondering if there was a particular reason for the choice. Harry said the three dots were placed there for emphasis and visual pause.

Chairman Thomas asked if there was a motion to close discussion.

Motion made by Jim Jenkins to close discussion and vote on the logo as presented tonight by the subcommittee; Seconded by Dave Gilbert. Vote taken – all in favor. Motion passes unanimously.

Policies and Procedures Subcommittee Report:

Councilor Chris Bandazian stated that on Friday afternoon [January 15th], he, Harry, and Bill received an email from Dave, the FCC attorney in Washington D.C. Harry explained that a general agreement was provided by Dave O’Neil and that it was a somewhat standard agreement that they plan to revise to fit WBNH’s purposes. Harry noted that Chris Bandazian had raised some concerns about the need for additional changes to the standard commercial radio verbage (i.e. removing the terms broker and revenue, etc.). Bill Jennings stated another version of the standard agreement was sent to Harry and Bill at the last minute on Friday, which was forwarded to Chris Bandazian for review. Bill indicated that Chris would be reviewing the policies to help blend the standard FCC (Federal Communications Commission) policies with current Town policies and State of NH laws.

Chris shared some initial information with other Town Councilors over the weekend and had a list of concerns from them regarding programming and credibility of information, in relation to the radio station being a Town department. Chris did state that Harry, as station manager, would have a lot of discretion when it came to programming, however there are some state law concerns that Town Council would like to run past the Town’s legal counsel. Chris said he hesitates to change much of what the FCC attorney, Dave O’Neil, provided since radio is Dave’s specialty.

Bill Jennings described the difference between BCTV being a community television station and the radio station being a Town owned department that answers not only to the Board of Overseers and Town Council, but also to the FCC. Due to this fact, the radio station has much more discretion on programming, but that they need to make sure their methods are fair and equitable and that the rules are established right at the beginning. The Town, as the licensee, will have tighter restrictions than the community television stations will have. Bill Jennings acknowledged that Chris Bandazian, Dave O’Neil and Bart Mayor, the Town’s Counsel, may need to get together to talk about the guidelines and policies from a legal standpoint.

Harry Kozlowski mentioned board members may have seen something about a Programming Agreement form. Harry said when it comes to programming, he wants to discourage any kind of arms race between opposing ideologies of hot topics, be it religion, politics, etc.

Bill Jennings reiterated the fact that since it is a Town owned radio station, the Town gets to decide who will be allowed to run programs, as long as the Town is consistent about who is allowed to have programs aired on the radio station, which is why policies have to be adopted early on in the process. Bill noted the difference between the openness of BCTV, as a

community television station, and the Bedford radio station. Chris Bandazian reminded the other board members that once the policies and procedures are established, they can be revised and updated by the board of overseers as may be necessary once the station is up and running.

Chairman Thomas stated, “In a nutshell, the legal department hasn’t released the info to the subcommittee yet, but the subcommittee will be used to review the policies in detail prior to the board of overseers seeing [them].” Chris Bandazian said he doesn’t have any problem with any board members seeing the information at this stage, however he wouldn’t even consider it to be a rough draft yet as the proposed policies are still being reviewed for compliance with current state laws, etc.

Radio Station Manager’s Report:

Computer Setup Status:

Harry explained, “There are two major software components; one is called Zeta, which is our program automation and resides in one computer, the other is called G-selector, which generates the play list that Zeta reads.” Harry has been working with Zeta and G-Selector technicians to load the daily playlists that Zeta will read and execute. Once complete the G-selector will be able to read the Zeta computer database to compile songs, and basic safety messages from police and fire, etc. to be played when individual programming is not being actively broadcast. Once setup is complete, Harry will meet with the Town Departments to obtain department messages and safety messages that will be run on the air.

Harry stated he believes they will be live on the air by the 2nd week of February. “It’s not a hard deadline, but that’s what we’re aiming for at this point.” Chairman Thomas clarified that this timeline includes having to file a start date with the FCC.

RDS Message Status:

Chairman Thomas asked Harry to talk about the scrolling text that will be available on car radios. Harry explained, “The Zeta computer can send information to what’s called the RDS (radio data system) module in the transmitter or any other device that has an RDS decoder. The name of song, name of the artist, and the name of the radio station which displays on the small computer screens in a car is all RDS information.” Harry stated the radio station will have the ability to send other information through the RDS system as well, for instance if there is a street closure. He is hoping to make these messages automated through the RDS system, but there is a hiccup between the Nixel website, which is what the emergency system uses to send out messages to residents, and the current RDS setup. Harry stated, “The Nixel website does not have an RSS feed currently, therefore there is no way to automate this information into the radio station’s system. We may be able to develop a secondary portal to the RDS system that the emergency dispatch staff could enter the messages into after submitting the information to Nixel, which would make the process much more automated.”

The number of characters that will be displayed on screen depends on the age of the receiving radio device and its capabilities. Harry said, “Most radios made within the last two or three years, have an RDS system integrated to the device that is capable of translating the text information.” The messages will only display if the individual is actively listening to the 105.1 radio station when the message is broadcast.

Studio Construction Status:

The studio construction and wiring is mostly done. The Zeta computer will be moved in and installed next week. Some last minute microphone processors and “noise gates” are scheduled to arrive next week as well.

Discussion of Board Approval:

Chairman Thomas confirmed the Board of Overseers will be updating the Town Council on the 27th. Dave Gilbert will attend the meeting on the 27th to represent the Board of Overseers.

Approval of Meeting Minutes:

Chairman Thomas asked for a motion to approve the meeting minutes of from the December 14, 2015 meeting of the Board of Overseers.

Motion made by Dave Gilbert motioned to approve the minutes; Seconded by Chris Bandazian. Vote taken – all in favor. Motion passes unanimously.

Next board meeting date will be February 15, 2016 at 7 p.m.

Motion to adjourn the meeting made by Chris Bandazian; seconded by Dave Gilbert. Vote taken – all in favor. Motion passes unanimously. Meeting adjourned at 7:55 pm.

Submitted by Danielle Basora